



Agenda

- Welcome
- What We Heard
 - Issues, Goals & Objectives
 - Emerging Approaches
- Patterns of Development
- Transportation Update
- Next Steps

A detailed street map of the Prospect Street corridor in Cambridge, Massachusetts. The corridor is outlined in green and runs diagonally from the top left to the bottom right. Key streets labeled include Cambridge St, Broadway, Prospect St, Hampshire St, and Harvard St. The map shows building footprints, parks, and other urban features.

What we heard: Maintain positive qualities of the street



ISSUES

- Well located
- Convenient to transit and stores
- Good mix of uses
- Residential scale
- Active at all hours – adds to safety and feeling of community



GOAL: Maintain positive qualities of the street



OBJECTIVE

- Ensure that plan recommendations maintain and enhance these positive qualities



What we heard: Maintain mixed-use

ISSUES

- Convenience – living, working, shopping, education, car repair
- Some existing uses not permitted by current zoning
- Mixed views on parking lots and auto uses:
 - Some appreciation for convenience
 - Some interest in phasing out
- Parking and traffic generation needs attention



GOAL: Maintain mixed-use

OBJECTIVES

- Encourage mix of uses
- Walkable, neighborhood retail
- Improve appearance of auto-related uses



What we heard: Improve pedestrian environment

ISSUES

- Uncomfortable walking near road
- Narrow sidewalks
- Lighting not pedestrian-oriented
- Splashing from puddles
- Inconsistent sidewalk snow removal
- Large curb cuts
- Trucks parked on sidewalk



GOAL: Improve pedestrian environment

OBJECTIVES

- Provide buffer or barrier between sidewalk/road
- Move objects blocking sidewalk
- Pedestrian-scale lighting
- Reduce width of curb cuts for future development and redevelopment
- Improve enforcement of existing policies



What we heard: Improve street image and character

ISSUES

- Lack of coherence -- Signage, lighting, facades, fences
- Lack of greenery and trees
- Parking lots front sidewalk
- Parts of area look dirty
- Noise from traffic and trucks



GOAL: Improve street image and character

OBJECTIVES

- More landscaping – street trees and front yards
- Uniform design for signage, lighting, posts, planters
- Improve clean-up, maintenance – public and private
- Smoother roadway – reduce vehicular noise
- Enforcement of truck policies
- Noise-reducing materials in new construction



What we heard: Improve traffic flow and safety

ISSUES

- High traffic volume, high speeds, narrow roadway
- Left turns slow traffic flow (southbound lane blocked)
- Difficult for bicycles (especially southbound)
- No pedestrian crossings between Harvard & Bishop Allen



EMERGING APPROACHES

Zoning and Urban Design Guidelines

- Encourage mixed-use development with active ground-floors
- Restrict parking in front of buildings
- Encourage landscaping in front yards
- Create standards for building massing and façade design
- Create design guidelines for housing on a busy/noisy street



Property Owner Assistance



Public information regarding existing programs:

- Façade improvement program for businesses
 - Signage and lighting
- Historic property improvement grants and tax credits
- Home Improvement Program loans for income-qualified home improvement
- Public street tree planting program
- Street tree planting and Client Tree Program

Streetscape Improvements

- Find locations for street tree planting
- Explore short-term possibilities for moving sidewalk obstructions (benches, trash cans), where possible
- Long-term plan for sidewalk improvements -- pedestrian-scale lighting, planters, trees, posts, bollards



Transportation

- Explore possibilities for buffer between travel lanes and pedestrians
- Well-marked pedestrian crossings.
- Repaving will reduce noise
- Consider measures to encourage motorists to share the road with on-road bicyclists. Provide directions to safe, alternative bike routes



Enforcement

Work with City departments to improve public information and enforcement of policies regarding:

- Sidewalk snow removal -- Snow Hotline 617-349-4903
- Noise from commercial deliveries and trash collection -- Noise Ordinance Enforcement 617-349-6141
- Parking on sidewalk – Request enforcement 617-349-4689
- Truck traffic -- Truck Hotline 617-349-6936
- Rodent Reporting Line 617-349-4899 or rodents@cambridgema.gov

